

ABSTRACT OF THE DISCLOSURE

Improved enhanced TV programming provides the capability for a TV viewer watching one channel to be notified of interesting programming events happening or about to happen on other channels. The present invention overcomes the problem addressed by "surfing TV channels" by providing notifications that alert enhanced TV viewers to other programming events happening or about to happen on different channels that are not presently being watched. This enables the viewer to watch a primary program on one channel without interruption and be timely notified about interesting programming events about to occur on other channels. The viewer then may have the option of switching to another channel based on the information included with the event notification.